



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Randolph, AL

Top Tapestry Segments:

Southern Satellites	64.1%
Rural Bypasses	17.9%
Rooted Rural	12.7%
Home Town	5.3%

Demographic Summary

	2008	2013
Population	23,231	23,715
Households	9,152	9,405
Families	6,519	6,634
Median Age	39.2	40.7
Median Household Income	\$33,283	\$36,073

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	\$1,223.24	\$11,195,096
Men's	45	\$222.06	\$2,032,330
Women's	43	\$401.98	\$3,678,929
Children's	56	\$230.89	\$2,113,082
Footwear	39	\$188.00	\$1,720,565
Watches & Jewelry	52	\$116.75	\$1,068,528
Apparel Products and Services ¹	50	\$63.56	\$581,662
Computer			
Computers and Hardware for Home Use	51	\$106.56	\$975,212
Software and Accessories for Home Use	46	\$13.33	\$121,958
Entertainment & Recreation	62	\$2,299.75	\$21,047,287
Fees and Admissions	43	\$266.26	\$2,436,782
Membership Fees for Clubs ²	46	\$76.34	\$698,623
Fees for Participant Sports, excl. Trips	41	\$46.46	\$425,172
Admission to Movie/Theatre/Opera/Ballet	41	\$61.58	\$563,550
Admission to Sporting Events, excl. Trips	46	\$27.97	\$255,971
Fees for Recreational Lessons	42	\$53.55	\$490,078
Dating Services	63	\$0.37	\$3,388
TV/Video/Sound Equipment	57	\$814.01	\$7,449,844
Community Antenna or Cable TV	63	\$463.40	\$4,240,995
Televisions	48	\$141.03	\$1,290,745
VCRs, Video Cameras, and DVD Players	59	\$19.65	\$179,859
Video Cassettes and DVDs	57	\$37.13	\$339,808
Video Game Hardware and Software	56	\$19.93	\$182,358
Satellite Dishes	83	\$0.92	\$8,400
Rental of Video Cassettes and DVDs	56	\$28.24	\$258,432
Streaming/Downloaded Video	36	\$0.29	\$2,655
Sound Equipment ³	47	\$100.33	\$918,231
Rental and Repair of TV/Radio/Sound Equipment	53	\$3.10	\$28,361
Pets	76	\$335.48	\$3,070,314
Toys and Games	62	\$91.85	\$840,599
Recreational Vehicles and Fees ⁴	98	\$427.41	\$3,911,618
Sports/Recreation/Exercise Equipment ⁵	60	\$130.60	\$1,195,260
Photo Equipment and Supplies ⁶	60	\$76.55	\$700,550
Reading ⁷	55	\$157.60	\$1,442,320
Food	59	\$4,918.54	\$45,014,506
Food at Home	61	\$2,966.39	\$27,148,439
Bakery and Cereal Products	61	\$414.47	\$3,793,191
Meat, Poultry, Fish, and Eggs	62	\$757.40	\$6,931,702
Dairy Products	61	\$341.82	\$3,128,375
Fruit and Vegetables	55	\$456.49	\$4,177,779
Snacks and Other Food at Home ⁸	62	\$996.22	\$9,117,392
Food Away from Home	57	\$1,952.15	\$17,866,067
Alcoholic Beverages	47	\$277.76	\$2,542,044
Nonalcoholic Beverages at Home	65	\$288.33	\$2,638,801



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	34	\$340.63	\$3,117,408
Vehicle Loans	72	\$4,166.94	\$38,135,849
Health			
Nonprescription Drugs	75	\$84.83	\$776,347
Prescription Drugs	75	\$424.42	\$3,884,330
Eyeglasses and Contact Lenses	66	\$51.26	\$469,149
Home			
Mortgage Payment and Basics ⁹	51	\$4,645.61	\$42,516,662
Maintenance and Remodeling Services	50	\$1,027.98	\$9,408,044
Maintenance and Remodeling Materials ¹⁰	82	\$341.37	\$3,124,175
Utilities, Fuel, and Public Services	66	\$2,989.36	\$27,358,579
Household Furnishings and Equipment			
Household Textiles ¹¹	54	\$75.45	\$690,484
Furniture	48	\$314.13	\$2,874,952
Floor Coverings	52	\$50.82	\$465,136
Major Appliances ¹²	66	\$199.20	\$1,823,038
Housewares ¹³	50	\$47.07	\$430,757
Small Appliances	63	\$22.10	\$202,288
Luggage	40	\$4.05	\$37,039
Telephones and Accessories	46	\$19.84	\$181,612
Household Operations			
Child Care	45	\$186.97	\$1,711,165
Lawn and Garden ¹⁴	66	\$280.44	\$2,566,615
Moving/Storage/Freight Express	51	\$26.96	\$246,734
Housekeeping Supplies ¹⁵	64	\$490.11	\$4,485,482
Insurance			
Owners and Renters Insurance	70	\$342.47	\$3,134,302
Vehicle Insurance	63	\$874.61	\$8,004,454
Life/Other Insurance	67	\$384.41	\$3,518,087
Health Insurance	68	\$1,372.25	\$12,558,812
Personal Care Products ¹⁶	58	\$252.69	\$2,312,613
School Books and Supplies ¹⁷	48	\$56.20	\$514,319
Smoking Products	78	\$350.30	\$3,205,980
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	67	\$3,461.35	\$31,678,235
Gasoline and Motor Oil	72	\$1,805.91	\$16,527,697
Vehicle Maintenance and Repairs	61	\$601.17	\$5,501,944
Travel			
Airline Fares	41	\$172.94	\$1,582,719
Lodging on Trips	53	\$224.10	\$2,050,996
Auto/Truck/Van Rental on Trips	39	\$15.19	\$138,993
Food and Drink on Trips	53	\$249.47	\$2,283,167

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.